



AWARD WINNING CHAPTER MEMBERSHIP DRIVE IDEAS 2018 - 2020

Institute of Technology, Kanpur (IITK) – 2020 Most Students Recruited

MA @ IIT Kanpur organized 17 events during the one-month period (Sept. 14-Oct. 14, 2020) of membership drive. This was an outcome of the *meticulous efforts taken by the entire team* over 10+ meetings wherein the ideas were born as a result of the brainstorming discussions which then perpetuated towards planning and execution into successful events.

List of events conducted during the fall membership challenge drive are as follows:

1. Sept. 14, 2020: Introduction to MA@IITK and Unveiling the membership Drive 2020
2. Sept. 15, 2020: MA@IITK Foundation Day
3. Sept. 16, 2020: CoVID: Calamity & Inventions
4. Sept. 18-Sept. 22, 2020: Faculty Development Program
5. Sept. 20- Sept. 26, 2020: Locked Up with Hobby
6. Sept. 24, 2020: Talk on 'Research paper along with a Patent'
7. Sept. 26- Sept. 27, 2020: Workshop on ANSYS Fluent
8. Sept. 26- Oct. 03, 2020: Meme Competition
9. Sept. 28- Oct. 04, 2020: Microscopy Contest
10. Oct. 02, 2020: Talk on 'How to Write a Research Article'
11. Oct. 03, 2020: Case Study on Rail Degradation and Failure
12. Oct. 05, 2020: E-demonstration on Tribological Analysis and Instruments
13. Oct. 07, 2020: Webinar-Cum-Quiz on Material Selection & Design
14. Oct. 10, 2020: Panel Discussion on Career opportunities
15. Oct. 12, 2020: Workshop on LaTeX software
16. Oct. 13, 2020: E-helpdesk for membership
17. Oct. 14, 2020: Lucky Draw

Universidade Federal de Minas Gerais (UFMG) – 2020 Most Creative Recruitment Strategies

The year of 2020 was a bit unusual. In the beginning, old members of UFMG Student Chapter thought most of our applications would come, as ordinarily, from events in Universities, lectures and mini-courses that our organization has always offered. Despite all the chaos that this pandemic and the economic situation generated, it really amazes us the fact that we were able to keep some key activities and manage some good results in the process of recruitment.

Our task-force to gather people around the same goal (Nashville, here we come) was, as it's been forced, 100% online. New times demand resilience and creativity, and we've used several images, videos, texts and other kinds of files to get where we wanted.

We love social media posts. Throughout the recruitment process, we've shared a lot of important and interesting information about the steel industry, AISTech and, of course, about ourselves. Our Instagram profile is our main communication vehicle, in which we post quizzes and interactive questions to catch other students' attention.

As you can observe in the submitted video, we really enjoy creating those as well. Not only have our online courses been a way to gather some money, we've also used them as an important channel to spread our

brand. Lots of interested students and their subsequent applications came because they liked our technical content and wanted to know more about us. We teach how to use powerful tools, such as MS Excel and Power BI.

Networking is everything. Even in these complicated times, we managed to reach a very large number of possible candidates, using WhatsApp (in Brazil, it's really mandatory to have it downloaded). Our Marketing team created an image and a brief text for disclosure, and our students made the magic. All kinds of people, knowledge areas, life experiences!

Institute of Technology, Kanpur (IITK) – 2019 Most Students Recruited

- We conducted a plethora of events that involved students across all batches including Bachelors, Masters and Ph.D. students. List of events conducted during the recruitment drive are as follows:
 - Lecture on Understanding SEM
 - Material Advantage quiz for B.Tech. Students
 - Series of 5 talks in “For your Information” session
 - Talk on “How to write a paper” by Prof. Kantesh Balani
 - Two-minute Thesis contest
 - Industry visit to Anod Plasma Spray Ltd.
 - Talk on Optics by Prof. Harshawardhan Wanare
 - SEM facility & Biomaterials lab visit for CSJM university students
 - Micrography Contest
 - Material Advantage Fun morning
 - LaTeX workshop
 - Membership Help Desk
- A major factor that drove students to join material advantage was that winners of various events were awarded with discounted membership coupons in addition to the goodies and prizes.
- MA @ IIT Kanpur organized 12 events during the period of membership drive. This was an outcome of the meticulous efforts taken by the team over 10+ meetings wherein the ideas were born as a result of the brainstorming discussions which then perpetuated towards planning and execution into successful events.
- The membership has increased from a previous figure of 10, to 46 (36 new recruitments, 5 existing member renewals and 5 graduating batch members). This year Material Advantage @ IIT Kanpur chapter witnessed a whopping 360% increase in membership.
- As a part of the membership drive, Material Advantage @ IIT Kanpur conducted a door to door campaign wherein the existing members visited various labs of the department and spread awareness regarding the significance and perks of becoming a material advantage member. They shared their own experiences about attending conferences, getting access to various webinars etc. which motivated fellow researchers to join the platform. Undergraduate students were also made aware about the various scholarships and exchange programs which are offered by member societies. This campaign helped us a lot to convince students for joining material advantage.
- Apart from this, MA@IITK is also supporting organisation of 'Women in Sciences and Engineering' conference on Oct. 19-20, 2019 at IIT Kanpur.
- Through all our events, the chapter has tried to imbibe its tag line among the students of materials fraternity. Our tag line at MA @ IITK is “The advantage is beyond materials”.

Universidade Federal de Minas Gerais UFMG – 2019 Most Creative Recruitment Strategies

The UFMG Student Chapter does several actions to get new members. These include lectures at universities, social media posts, and seminars on industry-related topics. Also, last week the students went



to Sao Paulo to voluntarily represent AIST at the largest metallurgy congress in Brazil, ABM WEEK (10/01 to 10/03). We could not miss the opportunity to get new members for AIST using technology, engineering and especially a lot of excitement. We needed to get people's attention and we thought: How to convince people creatively? We remembered Harry Potter, in which invitations to Hogwarts came with owls, marking a generation in Brazil, but if instead of owls we used a drone? And it was in this unusual way that new members for AIST in Brazil were conquered, literally flying.

Virginia Tech – 2018 Most Creative Recruitment Strategies

At Virginia Tech, we have an umbrella organization that involves several materials related professional societies, including but not limited to NACE, Society for Biomaterials, Nuclear Materials Society, Society for Plastics Engineering, and those housed within Material Advantage (MA). This organization is called the Materials Engineering Professional Society (MEPS) and because of its unique status, it targets membership for all of the respective societies, not just MA.

Despite this, MEPS leadership continues to heavily advocate for MA and the power and benefits of MA membership amongst our fellow peers. As Virginia Tech engineering students do not specialize into a degree program until their sophomore year, we target sophomores through seniors (yes, seniors!) by advertising various incentives that appeal to each respective class.

Overall, MEPS leadership emphasizes the opportunities within MA membership and how to sign up at the start of each of our General Body Meetings, and officers all serve as a point of contact for interested students to field application questions. This reinforcement helps students to become familiar with MA and reaches a broader number of students (not just those who come to the first meeting).

Also, by the various nature of our social, professional and outreach events, we encourage students to get more involved with MEPS and potentially join MA. Additionally, the president and vice president will give a short presentation to the entry level Materials Science and Engineering course to make all incoming students aware of MA and MEPS. During each of these instances, officers not only talk about the benefits of joining MA, such as scholarship opportunities, discounted conference rates and the ability to become a MEPS officer, but also speak about how MA and MEPS have personally transformed our undergraduate experience.

As a final measure of reinforcement, we send out information on how to join MA in our weekly newsletter that reaches all undergraduates. This year, to supplement our recruiting efforts, we have put together a video that encourages students to join MA and demonstrates how fun and supportive our department and faculty are of MEPS/MA. This video has been extremely well received by both students and faculty alike!